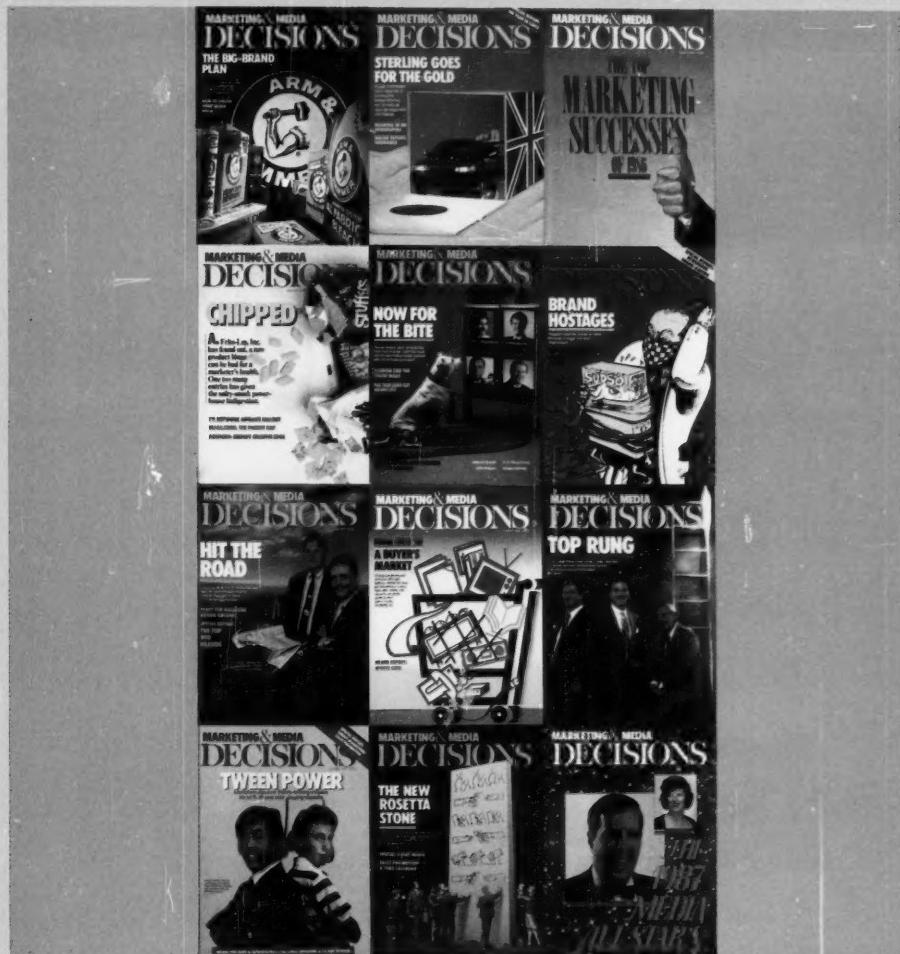


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ABBREVIATIONS

ATSI	As They See It
BB	Broadcast Beat
CC	Creative Concepts
DM	Direct Marketing
DB	Debut
EE	Economic Eye
FA	Foreign Accents
FF	Freeze Frame
LET	Letters
LW	Last Word
MED	Mediology
OD	On the Docket
PB	Print Beat
PCP	Point/Counterpoint/Poll
PRO	Profiles
SP	Sales Promotion
TT	Tools of the Trade
UD	Update

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Clear signals for Ad/Sat — Early Ad/Sat test results find favor from both agencies and newspaper publishers for this satellite-delivered production service. Feb. p 35; April p 8 (LET).

Surviving the satellites — Satellite technology that facilitates direct contact between agencies and newspapers poses a challenge to the medium's sales rep business. Feb. p 40.

Sunday come Saturday — The *New York Times* delivers some Sunday sections with Saturday's paper. May p 17 (PB).

The 1986 Newspaper Brand Leaders — June p 61.

The new realism/Media Costs — Wary of the rate differential and hungry for new business, newspapers look to keep national rate increases in the 5%-to-7% range. Aug. p 83.

Newspaper numbers: The battle begins — Buy-oriented research never goes without a squabble, and the Simmons/Scarborough entries aren't without their hitches. Oct. p 28 (UD).

Split decisions — Sunday on Saturday — Some newspapers are experimenting with splitting delivery of their Sunday editions over two days. Oct. p 72.

"As They See It" columns on newspapers:

Jack Cohen — Pricing and positioning — Forward thinking by the medium is creating breakthroughs in these areas. Feb. p 79.

Frank Hajek — Mostly what's right — Newspapers should establish rates that

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compare with other media. March p 121.

Phil Brushaber — Message from the buyer battlefield — It is time for newspapers to make an effective sales pitch. April p 90.

Stephen Martin — Plan-aid for publishers — How newspapers can get more ad dollars. May p 112.

Frank Hajek — Testing! — Newspapers are becoming more receptive to changes, especially in the area of pricing. July p 132.

David Lehmkuhl — New paper routes — Newspapers are their own worst enemy in attracting agency business. Nov. p 100.

Nick Thurlow — How today shaped our tomorrow — England's dailies have color. Will advertisers follow? Dec. p 99.

OUTDOOR/OUT OF HOME

Bringing outdoor home — The latest creative twist: billboards in television com-

mercials. April p 128 (CC).

Outdoor goes outside its ranks — Kevin Gottlieb, professor and aide to senators, takes over as head of the Outdoor Advertising Assn. Aug. p 4 (PRO).

Running in place/Media Costs — Out-of-home is looking to replace their lagging mainstay — liquor and cigarettes. Aug. p 91.

"As They See It" columns on outdoor:

Garfield Ricketts — Mix it up! — Outdoor is particularly effective as a back-up for other media. Oct. p 114.

"As They See It" columns on people meters:

Barry Kaplan — What are the real issues? — Needed: a standard to measure rating validity. March p 110.

Bob Warrens — The next logical step — R.D. Percy's passive system offers a method of validation. June p 107.

Lucian Chimene — Flying purple people meters — A realistic look at what people meters can and cannot do. Nov. p 96.

"As They See It" columns on planning:

Lyn Wolfson — Media cross pollination — The world of agricultural media. March p 116.

Ron Lawrence — Uniform target delivery: An illusion. Dec. p 94.

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Steven Malin & David Wilkowsky — The economic outlook: Look out! Jan. p 76.

Ira Glasser & E.A. Weihenmeyer — Drug testing in the workplace. Feb. p 126.

Wes Dubin & Stephen Grubbs — National tv goes fourth (the Fox network). March p 124.

Thomas H. Winner & Michael Weiden — Barter ardor cools down. April p 122.

Robert O. Jordan & Larry Light — The worldly view: thinking global, acting local. June p 146.

Tim Deratany & Daniel L. Jaffe — A taxing situation. July p 146.

Bob Zach & Michael Ephron — Target: the rate card: Aug. p 140.

Robert M. Prentice & Paul W. Farris — Promotion at what price? Sept. p 128.

Ron Kaatz & Stephen P. Phelps — Assessing single-source research. Oct. p 166.

Jack Trout & Chester Kane — Mining for new products (line exts.). Nov. p 126.

Barbara Probus & Roger C. Bumstead — Learning vs. wisdom (recruiters tell what agency execs look for). Dec. p 140.

RADIO

Radio daze — ABC and NBC are watching the hours tick by as they await the FCC ruling of dual ownership of radio and tv stations. April p 71.

Crossed signals/Media Costs — The volume has been turned down a bit for network, though spot is keeping the beat. Aug. p 57.

It's playing their song — Flexible merchandising plans and strong grassroots influence have led regionally minded marketers to radio. Oct. p 65.

"As They See It" columns on radio:

Don Cole — A spot is a spot — And it should be priced as such, regardless of the client's demographic target. Feb. p 76.

Sam Michaelson — The day they shut off the water — U.S. radio, with its endless formats and advertiser opportunities, is an enigma overseas. April p 84.

Dennis McGuire — A look at long-form — Long-form programming on radio offers add-on benefits to round out the media plan. June p 116; Sept. p 93.

Dennis McGuire — Mega-reps revisited — Lessened competition among the mega-reps has a negative effect on their customers. Sept. p 90.

RATES/BUDGETING

Pricing: A spot is a spot — And it should be priced as such, regardless of the client's demographic target. (Cole — ATSI). Feb. p 76.

Pricing & positioning: Things are looking up — Forward thinking is creating some breakthroughs in pricing and positioning of newspapers. (Cohen — ATSI). Feb. p 79.

Media to square one — In the light of McCall's rate move, media directors are reassessing their departments to formalize the magazine rate-negotiating process. July p 29.

Media Costs, 1988 — Where to next? Survey tables. Aug. p 22.

A little bit of blue sky — Wall Street experts are cautiously bullish on the prospects for the year ahead — for the economy and individual media. Aug. p 25.

As the gap narrows — Ted Bates looks back over the decade and sees a moderating increase in CPM increases. Aug. p 33.

Into the great unknown: Television — As network negotiators throw away the book to deal with people meters, the size

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McDonald's Behind the Arches
By John F. Love — Feb. p 122

Children As Consumers
By James U. McNeal — May p 150

Youthtrends
By Lawrence Graham and Lawrence Hamdan — Sept. p 126

The Media Lab — Inventing the Future At MIT
By Stewart Brand — Dec. p 138

of the market remains the big question mark. Aug. p 40.

It's still follow the leader: Cable — The cable networks still fall under the shadow of broadcast when it comes to pricing time. Aug. p 49.

Crossed signals: Radio — The volume has turned down a bit for network, though spot is keeping the beat. Aug. p 57.

Double trouble: Consumer magazines — Publishers are feeling the pressure from both sides as they set next year's magazine ad rates. (Historical rate index). Aug. p 63.

Vertical hold: Business magazines — The trade magazines' rate increases will run head-on into paper and postal hikes — not to mention the pressure to deal. (Historical rate index). Aug. p 73.

The new realism: Newspapers — Wary of the rate differential and hungry for new business, newspapers look to keep national rate rises in the 5-to-7% range. Aug. p 83.

Running in place: Outdoor — Out-of-home is looking for business to replace their lagging mainstay — liquor and cigarettes. Aug. p 91.

The competitive edge: Yellow Pages — Competition continues to benefit the budget-conscious as prices are held in check in many markets. Aug. p 99.

Takin' a lickin': Direct Marketing — Direct mailers could get pasted by a hefty postal hike, Aug. p 105.

RESEARCH

A look at local — Local cable outlets offer a variety of testing options for national advertisers. (Aaron — ATSI). Feb. p 76.

How to measure exposure quality — Verlag AG study measures the qualitative side of magazine readership. Feb. p 130 (TT).

Research analysis: The missing link — Surprisingly little research is done to analyze the long-term impact of a promotion

strategy. March p 134 (SP).

Everything you need on a compact disc — Harried brand managers get a break with a short-cut way of accessing data from SAMI/Burke. April p 114 (TT).

Invasion of the people meters — Opinions on the potential impact should be kept in check until all the facts are in. May p 36. **The next logical step** — R.D. Percy's "passive" people-meter system offers a method of validation and a measure of audience dynamics. May p 107.

Think about it — Most of the time research is right. But not all of the time. (Brushaber — ATSI). July p 131.

The all new ratings game — The networks may have to rely more on qualitative data for programming planning. Sept. p 39.

Newspaper numbers: The battle begins — Buy-oriented research never goes without a squabble and the Simmons/Scarborough entrees aren't without their hitches. Oct. p 28 (UD).

Assessing single-source — Single-source research provokes a number of opinions. Oct. p 166.

Single-source's long shadow — Single-source research has replaced the people meter as the most formidable challenge facing media and marketing management. Nov. p 40.

"As They See It" columns

on research:

Meryl Hammond — Measuring emotion — As the emotional pitch catches on, the problems of gauging its effect become even more of a challenge. Jan. p 54.

Tim Teran — Have you ever wondered? — Consumer research must go beyond the

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1982	February 1983
1981	February 1982
1980	February 1981
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rational to measure emotions and aspirations. Feb. p 72.

Beth Axelrad — Do-it-yourself data — When syndicated research studies won't do, you need to resort to custom research. April p 86.

Meryl Freeman — Comparative cautions — Comparative advertising holds perils if not properly researched. Sept. p 78.

Robert Fultz — Ready! fire! aim! — Use research before you launch your campaign. Don't wait until it is too late. Oct. p 116.

Joshua Ostroff — The ten commands — How to integrate the PC into the media process. Nov. p 90.

Steve Sternberg — VCRs: Impact and implication — The impact of VCRs on negotiations, ratings and ad effectiveness. Dec. p 100.

SALES PROMOTION

What's in store for 1987? — What's new in the booming point-of-purchase business. Jan. p 78.

The need for new talent — One problem with the sales promotion explosion is the dearth of qualified candidates. Feb. p 128.

Research and analysis: The missing link — Little research is done to analyze the long-term impact of a promotion strategy. March p 134.

The PMAA's annual buzz — Report of the Promotion Marketing Assn. of America convention. Reggie awards. April p 124.

On promoting promotion — Promotion companies and specialized media represent one of the fastest growing categories in b-to-b advertising. May p 154.

Bring a bag of money — Retailers are demanding a stiff payment for shelf space. Are these incentives or ransoms? June p 38.

The year in review — Part I — Overview of sales promotion in 1986. June p 153.

The year in review — Part II — Outline of where the ad dollars end and promotion dollars begin. July p 152.

New improved promotion — A look at some of the latest moves from some of the largest shops. Aug. p 146.

Premiums and incentives: The new view — Despite the promise of premiums, growth is limited by the time it takes to complete the offers. Sept. p 122.

Different disciplines, similar tactics — A discussion of the synergism between direct marketing and sales promotion. Oct. p 99.

No cheap shots — The sales promotion industry is withdrawing from short-term techniques in favor of those that instill lasting values. Oct. p 104.

1988: A sales promotion spree — Special pull-out section of 1988's insert possibil-

ties. Nov. p 123.

Sales promotion agencies: Here to stay — A business divided into those who operate from the creative side and those that think more strategically. Dec. p 128.

"As They See It" columns on sales promotion:

Donna Campanella — Planning for coupons — A. C. Nielson statistics. June p 118.

SUNDAY MAGAZINES

Resetting the Sunday table — Publishers look to food business to offset liquor and tobacco losses. April p 18 (PB).

TELEVISION

Syndication: As the wheel spins — Special report. Jan. p 39.

Players hedge their bets — It was fun while it lasted, but once-booming barter syndication now faces the same no-growth prospects as their network counterparts. Jan. p 40.

The game plan — Agency media professionals and major television advertisers discuss the issues facing the syndication marketplace. Jan. p 42.

Bristol-Myers gambles on back-end syndication deal. Jan. p 43.

Lots of talk — any action? — Programming: Comedy is still key, talk is not cheap and advice/therapy shows (sob) are making tears. Review of program options. Jan. p 46.

Clutter in the era of control — Clutter has taken on a whole new meaning in television. (Banks — ATSI). Jan. p 51.

Zeroing in with a network buy — The big three broadcast networks are intrigued by interest among national advertisers in regional ad packages — affiliates are concerned. Feb. p 31.

National tv spot dollars in jeopardy? — National tv spot dollars are finding their way into larger buys, but is the easier buy the better one? (Papazian — ATSI). Feb. p 67.

Sold! Home Shopping Network has turned the tv set into an even stronger selling tool. March p 53.

National tv goes fourth — The issues of a fourth network provokes reactions from two broadcast department heads at leading agencies. March p 124 (PCP).

:15s: half-priced or half-baked? — J. Walter Thompson gurus predict that 15-second commercials will linger but never replace the standard :30. March p 138 (TT).

The shrinking net — Affiliated stations are leaving the nest and preempting scheduled programming for syndication and local shows. April p 37.

The great barter debate — Some like it hot. Some like it not. April p 122 (PCP). **Invasion of the people meters** — Opinions regarding the potential impact should be kept in check until all the facts are in. May p 36.

FCB's McQueen handicaps fall '87 — An appraisal of the fall prime-time possibilities. May p 143 (BB).

Is bigger barter better? — That's the question nagging lots of agencies as individual barter companies combine to sell time. June p 46.

Into the great unknown: Media Costs — As network negotiators throw away the rule book to deal with people meters, the size of the market remains the big question mark. Aug. p 40.

The all new ratings game — The networks may have to rely more on qualitative data for programming plans. Sept. p 39.

The rep rap — Station turnover is far from new, but the current game of musical chairs is destabilizing the industry. Oct. p 43.

Catching up with the upfront — Network sellers' surprise suggests the strength will hold true for other media as well. Oct. p 52.

Masters of the morning shows — Children's programming will be watched following a court's challenge to the FCC's deregulation rules. Oct. p 146 (OD).

Put a smile on your commercial — Prolog offers some complex insights into consumer reaction to ads and products. Oct. p 152 (TT).

"As They See It" columns on television:

Frank Massaro — A buyer's guide for corporate advertisers — The corporate advertiser need not rule out television in formulating a media plan. Jan. p 58.

Stephen H. Martin — Tv & the good life — Reflections on the medium that revolutionized the art of selling. Feb. p 67.

Don Cole — Spot post-analysis: A true barometer? — Media needs a gold standard for realistic appraisals of post-buy analyses in spot tv. April p 90.

Larry Kelley — Brawn vs. brains — A bigger buy isn't always a better deal. May p 116.

Gene Willhoft — Spot in the spotlight — Spot buying would benefit from a conscientious effort by the stations to avoid rotation, protection and make-good problems. June p 114.

Cheryl Kroyer — At what price efficiency? — Not every client benefits from a price-driven buy. July p 133.

Betsy Frank — The quality question — It isn't the program that defines the quality buy, it's the audience. Aug. p 111.

Garfield Ricketts — Overnight success — The growing number of overnight markets being measured can only help the spot planner's cause. Aug. p 114.

Don Cole — Watch that spill — Audience spill from one DMA to another can mess up a spot plan if you fail to consider its impact. Sept. p 78.

Thomas Robinson — How's Fox faring? — The Fox figures are in! Still the biggest thing to hit tv since cable. Dec. p 97.

TOOLS OF THE TRADE

What a difference a page makes — The ARF and the ABP offer proof that b-to-b advertising pays off. Jan. p 84; Aug. p 142.

How to measure exposure quality — Verlag AG study measures the qualitative side of magazine readership. Feb. p 130.

:15s: half-priced or half-baked — J. Walter Thompson gurus predict that 15-second commercials will linger but never replace :30s. March p 138.

Everything you need on a compact disc — Brand managers get a break with a shortcut to accessing data. April p 114.

Exposing the possibilities — Kraft Inc. and Leo Burnett figure magazine page exposure from Mediemark Research Inc. into their media plan. June p 140.

Multiple-page ads in b-to-b — Chilton tracks the effect of multiple-page exposures. July p 140.

One good page deserves another — The ARF/ABP study confirms that more means more efficiency. Aug. p 142.

Making a conquest — The Media Connection uses compact discs for more than just music. Sept. p 114.

Put a smile on your commercial — Prolog offers some insights into consumer reaction to ads and products. Oct. p 152.

Safeway stores up its numbers — Safeway has linked its supermarkets into a testing network for packaged-goods marketers. Nov. p 138.

Flow charts as art — New software packages offer dramatic and detailed illustrations for strategic analyses. Dec. p 144.

"As They See It" columns on Yellow Pages:

William Frank — Turning over a new leaf — Directory proliferation has created problems for advertisers, publishers and consumers. May p 116.

Joan D. Olson — Proliferation's plus signs — Proliferation offers as many positive opportunities as it does problems. Oct. p 118.

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